

CHAPTER 8

ANALYSIS OF SERVICE QUALITY AT FERTILIZER DISTRIBUTION USING SERVQUAL METHOD AND KANO MODEL TO CUSTOMER SATISFACTION INCREASING

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1. Introduction

PT. Cheil Jedang Indonesia is a company engaged in the bioprocess sector. The by-product is fertilizer, including liquid fertilizer under the Bagitani brand. There are still several customer complaints about PT. Cheil Jedang Indonesia sued PT. Cheil Jedang Indonesia, to look again at the level of service provided to customers and needs to know its position in the eyes of customers in terms of service quality and customer satisfaction with the services they have provided.

This is done to build a good image in the community's eyes because if there is no performance improvement in terms of service quality, customer satisfaction will continue to decline, and the number of customer complaints about the performance of PT. Cheil Jedang Indonesia, in terms of service quality, will continue to improve, considering that it is not the only producer of liquid fertilizer by-product of the amino acid process (Haspramin). Bagitani liquid fertilizer is an alternative fertilizer, mainly a supplier of nitrogen and organic materials and micro-nutrients.

Organic fertilizers have essential chemical functions, such as providing macronutrients. This has made PT. Cheil Jedang Indonesia must return to see the services that have been provided. One of the indicators to build a good image in